**Planning a digital pitch-type-presentation**

**1. Preparation**

During the preparation of the digital pitch-type-presentation a presenter should consider the following aspects of the presentation:

* objectives;
* audience;
* platform;

**Objectives**

The obvious question to ask is, why are you making this presentation? What do you want to achieve and what do you want your audience to take away with them? Once you have defined your objectives, it is easier to make strategic decisions about the presentation. For example, a presentation to a management group might require clear recommendations, whereas a presentation to a committee making a decision about the company’s new advertising campaign, might require a more creative approach. Good questions to ask are:

* What do you want your audience to understand from your presentation?
* What do you want your audience to do when they have left your presentation?
* What can you do to create a presentation that meets your objectives?

**Audience**

Audiences come in all types; some will have a great deal of knowledge on the topic of your presentation others may know very little but are interested in acquiring further information. A presenter needs to consider all audience types and prepare for them. Consider:

* How much does your audience already know about your topic?
* How can the material you are presenting be linked to what your audience already knows?
* What point(s) do you want your audience to take away with them?

Gathering information about the audience will allow the presenter to pitch the presentation at the right level for the audience. This may involve explaining technical phrases or concepts or approaching the topic on a higher level. Failure to consider the audience will lead to the audience losing interest in the presentation or dismissing the presentation as too technical or too simplistic.

**Platform**

Digital pitch-type-presentations are by definition digital; therefore, presenters need to be familiar with and comfortable using digital platforms.

Ask yourself:

* What kind of digital platform are you expected to use and are you experienced in using it? (Always arrange a suitable amount of time to practice and become familiar with the platform.)
* Does the computer have a web camera, microphone, stable internet connection, and enough bandwidth to stream the presentation?
* What audio-visual aids can you use on the platform? (Rehearsal is vital; no presentation should be given without a full rehearsal using all visual aids.)

**2. Main points**

The digital pitch-type-presentation should not have more than three main points, five minutes will not allow enough time for an adequate introduction, conclusion and more than three points. Complex arguments are difficult for an audience to follow. The presentation should be delivered in an easy to follow, logical, structured manner, building on the previous point(s) and avoiding large jumps in sequence. Ask yourself:

* What are the main points you that you want your audience to remember?
* Are these points structured in a logical, coherent way?
* Do these main points complete your own objectives and take account of the needs of your audience?

**3. Supporting information**

Supporting information helps your audience to comprehend your main points. This evidence might take the form of factual data, points of detail, or an explanation of a process. Supporting information may be presented in diagrams, pictures, or video segments. Ask yourself:

* What will help to clarify to your argument?
* What will add strength to your argument (connections with other people's work, evidence from experts, evidence from your own research)?
* What will make your presentation more memorable?

**4. Cohesion**

The next stage is to develop cohesion in your presentation. This can be achieved by using linking phrases to show clearly how your main points fit together. Some common linking phrases are:

* *“The next logical stage in the project was …”*
* *“This led us to look at …”*
* *“Moving on we can see that …”*
* *“Another important area that it is necessary to analyse is …”*
* *“After discussing \_ \_ \_ we have to also talk about…”*
* *“From this point we have to …”*

**5. Introductions**

The introduction to your presentation is crucial. It is your first point of contact with your audience; you can either capture or lose your audience’s interest in a matter of seconds. Use your introduction to lay a clear foundation for the presentation. Try to include the following elements in your introduction (A, B, C, D):

1. **A**ttention – Get the audience’s attention – a surprising fact, a headline from a newspaper, explode a popular myth, a short story, joke, etc.
2. **B**enefits – tell the audience what is in the presentation for them – a chance to increase knowledge, an opportunity to increase profits, the opportunity to learn a new technique, an investment opportunity, etc.
3. **C**redibility - establish your authority to speak on the topic, qualifications, experience, title, etc.
4. **D**irections – a brief explanation of how you are going to deal with the topic of the presentation.

**6. Conclusion**

The conclusion is perhaps the most important part of your presentation. It is the presenters last opportunity to make an impression on the audience. The conclusion should review the main points, drawing them together into a stimulating conclusion and leaving your audience with a lasting impression and a desire to take the next steps.

**7. Review, review, review**

Ask yourself:

* Have I met my objectives?
* Is it logical and easy to follow?
* Is the presentation at the correct level for the audience?
* Is everything that is in the presentation necessary? Does more need to be added to the presentation?

Questions

1. What three aspects should be considered in the preparation stage?
   * 1. *objectives*
     2. *audience*
     3. *platform*
2. Why should a digital pitch type presentation not have more than three main point?

* *Time constraints would make it difficult to have more than 3 points.*

1. Complete the sentences.
   * + What will help to *clarify* to your argument?
     + What will add *strength* to your argument?
     + What will make your presentation more *memorable*?
2. Give three examples of linking phrases that could be used in a presentation.

(Any of the following would be suitable; however, students may wish to list others not included in the text.)

* + - *“The next logical stage in the project was …”*
    - *“This led us to look at …”*
    - *“Moving on we can see that …”*
    - *“Another important area that it is necessary to analyse is …”*
    - *“After discussing \_ \_ \_ we have to also talk about…”*
    - *“From this point we have to …”*

1. When talking about introductions what do the following letters stand for?
   * + - 1. ***A****ttention*
         2. ***B****enefits*
         3. ***C****redibility*
         4. ***D****irections*